

ORDER



KSNV

Orders Order / Rev: 107059
Alt Order #: 06856980
Product Desc: DCCC/HORSFORD
Estimate: 1876
Flight Dates: 09/26/12 - 10/01/12
Original Date / Rev: 09/25/12 / 09/25/12
Order Type: GENERAL

Primary AE: Amy McCreary
Sales Office: BLPHI
Sales Region: National

Agency Name: GMMB, Inc./ Washington D.C.
Buying Contact: _____
Billing Contact:
Washington Harbor
Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: DCCC/Horsford
Demographic: A36+
Product Codes: PLC02
Priority: SELECT PRIORITY CODE
Revenue Codes: POLITICAL/AGY, PCAN, GEN

New Business Thru: _____
Order Separation: 00:05:00
Advertiser External ID: _____
Agency External ID: _____

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	23	\$16,095.00	\$13,680.75

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	23	\$16,095.00	\$13,680.75	0.00
Totals	23	\$16,095.00	\$13,680.75	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	22%	\$16,095.00
Market	100%	\$73,159.09

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$19,752.95
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$18,289.77
KTUD	1%	\$731.59
KVVU	20%	\$14,631.82
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$3,657.95

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 1	KSNV	09/26/12	09/28/12	M-F 6-7a WakeUp w/WagM	6-7a	--WTF--		:30	1	\$650.00	1	0.00	NM	1	\$650.00
M-F 6-7a WakeUp w/Wagners															
NEWS															
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating										
Week: 09/24/12	09/30/12	--WTF--	1	\$650.00	0.00										

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSNV	09/26/12	09/28/12	M-F 6-7a WakeUp w/Wagners		6-7a	--WTF--	:30	1	\$650.00	1	0.00 NM	1	\$650.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	--WTF--		1	\$650.00			0.00				
N 2	KSNV	09/26/12	09/28/12	Today Show	CM	658a-9am	--WTF--	:30	3	\$850.00	1	0.00 NM	3	\$2,550.00
TODAY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	--WTF--		3	\$850.00			0.00				
N 3	KSNV	09/26/12	09/28/12	Rachael Ray	CM	11am-12pm	--WTF--	:30	1	\$325.00	1	0.00 NM	1	\$325.00
RR														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	--WTF--		1	\$325.00			0.00				
N 4	KSNV	09/26/12	09/28/12	Noon News	CM	12-1230pm	--WTF--	:30	1	\$425.00	1	0.00 NM	1	\$425.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	--WTF--		1	\$425.00			0.00				
N 5	KSNV	09/26/12	09/28/12	The Agenda	CM	1230pm	--WTF--	:30	2	\$325.00	1	0.00 NM	2	\$650.00
AGENDA														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	--WTF--		2	\$325.00			0.00				
N 6	KSNV	09/26/12	09/28/12	Dr. Phil	CM	3-4p	--WTF--	:30	1	\$450.00	1	0.00 NM	1	\$450.00
PHIL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	--WTF--		1	\$450.00			0.00				
N 7	KSNV	09/26/12	09/28/12	M-F Early News	CM	5-630p	--WTF--	:30	3	\$1,000.00	1	0.00 NM	3	\$3,000.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	--WTF--		3	\$1,000.00			0.00				
N 8	KSNV	09/26/12	09/28/12	M-F Jeopardy	CM	630-7pm	--WTF--	:30	1	\$1,000.00	1	0.00 NM	1	\$1,000.00
JEP														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	--WTF--		1	\$1,000.00			0.00				
N 9	KSNV	09/26/12	09/28/12	M-F Wheel	CM	7-730pm	--WTF--	:30	1	\$1,000.00	1	0.00 NM	1	\$1,000.00
WHEEL														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	--WTF--		1	\$1,000.00			0.00				
N 10	KSNV	09/26/12	09/28/12	Face to Face w/ Ralston	CM	730-758pm	--WTF--	:30	2	\$800.00	1	0.00 NM	2	\$1,600.00
FACE														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	--WTF--		2	\$800.00			0.00				
N 11	KSNV	09/26/12	09/28/12	M-F News 3 at Eleven	CM	11pm-1135pm	--WTF--	:30	1	\$1,100.00	1	0.00 NM	1	\$1,100.00
NEWS														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	--WTF--		1	\$1,100.00			0.00				
N 12	KSNV	09/26/12	09/28/12	The Tonight Show	CM	1135p-1237a	--WTF--	:30	1	\$425.00	1	0.00 NM	1	\$425.00
TON SHOW														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>		
		Week: 09/24/12	09/30/12	--WTF--		1	\$425.00			0.00				
N 13	KSNV	09/26/12	09/28/12		CM	10am-11am	--WTF--	:30	1	\$325.00	1	0.00 NM	1	\$325.00

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Advertiser:	DCCC/Horsford
Product Desc:	DCCC/HORSFORD
Estimate:	1876

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount											
M-F Today Show III 4th H																										
Today 4th Hour																										
TODAY III																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/24/12	09/30/12	--WTF--	1	\$325.00	0.00																					
N 14	KSNV	09/26/12	09/28/12	M-F Today Show II 3rd HCM		9-10a		:30	1	\$350.00	1	0.00	NM		1	\$350.00										
M-F Today Show II																										
TODAY II																										
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Start Date	End Date	Weekdays	Spots/Week	Rate	Rating																					
Week: 09/24/12	09/30/12	--WTF--	1	\$350.00	0.00																					
N 15	KSNV	09/29/12	09/30/12	Sa-Su News 3 at ElevenCM		11pm-1135pm		:30	2	\$1,100.00	1	0.00	NM		2	\$2,200.00										
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NEWS																										
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Week: 09/24/12	09/30/12	-----SS	2	\$1,100.00	0.00																					
N 16	KSNV	09/30/12	09/30/12	LAW & ORDER (LF)	CM	Sat 1-2am / Sun 1:------S		:30	1	\$45.00	3	0.00	NM		1	\$45.00										
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L&O																										
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Week: 09/24/12	09/30/12	-----S	1	\$45.00	0.00																					